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JANUARY 1967
Volume 12, Number 1

AGRICULTURAL MARKETING



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U. S. DEPARTMENT OF AGRICULTURE
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MORE FOOD STAMPS

Tips every produce man should know

C&MS Representative Explains PACA

A LAW SHOULD not only be enforced. It should be interpreted and explained to those entitled to its protection.

This was the thought behind several informal meetings held by U.S. Department of Agriculture representative Harry M. Branch with produce dealers, brokers, retailers, and shippers in Northeast cities during the past several months.

In charge of a New York field office, Mr. Branch administers the Perishable Agricultural Commodities Act for USDA's Consumer and Marketing Service in the Northeast. This fair trading law gives protection to those who deal in fresh and frozen fruits and vegetables across State lines.

In the sessions, Mr. Branch answered a number of questions the produce men had which related to their day-to-day business operations. He explained to them how lax bus-

iness methods on their part could easily result in their being the cause or target of unfair practices. Such laxity, he said, also hampers settlement of disputes which are the subject of complaints filed under the PAC Act.

Most of the complaints concerning unfair practices that are filed under the PAC Act can be settled informally—without court proceedings. And they are handled without expense to the persons concerned.

Among the most serious obstacles to settling complaints, Mr. Branch indicated, is the failure of produce men to keep accurate records of their produce transactions. Without proper supporting evidence, he said, it's difficult for anyone to recover damages.

He suggested that produce men make it a point to carefully check the credit rating and financial standing of any firms they plan to

do business with.

do business with. And he urged that they put their oral agreements in writing, to avoid later disputes.

Mr. Branch pointed to the value of Federal-State inspection as a means of preventing contractual disputes and misbranding difficulties. The inspection certificates issued, he said, are impartial statements of fact which can help prevent misunderstanding and unjustified rejections of produce.

For instance, a certificate can support a claim that good delivery on a contract has, or hasn't, been made. And it assures that misbranded produce won't be shipped in violation of the PAC Act.

Key elements of PACA's successful operation are: first, education aimed at helping produce men avoid contractual disputes; and second, the skill of PACA officials in settling speedily the disputes that do arise.

ORVILLE L. FREEMAN
Secretary of Agriculture

S. R. SMITH, Administrator
Consumer and Marketing Service

Editor, James A. Horton

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AGRICULTURAL MARKETING is published monthly by the Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. The printing of this publication has been approved by the Bureau of the Budget, July 7, 1966. Yearly subscription is \$1.50 domestic, \$2.25 foreign. Single copies, 15 cents each. Subscription orders should be sent to the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

Cover Page

Signs like these are being placed on more and more grocery store windows as the food stamp expansion continues. See page 4.

What Is the BEEF CARCASS EVALUATION SERVICE?

By John C. Pierce

Better beef carcasses could:

- Improve returns to producers;
- Reduce marketing costs;
- Stimulate beef consumption; and
- Result in a lower price to consumers.

That's why producers, breed associations, agricultural experiment stations, and others for many years have been searching for ways to improve the carcass characteristics of beef cattle. At the farm, on the range, and in the feedlot, the search goes on for ways to increase the quality and quantity of salable beef going across the butcher's block.

For the past three years the Livestock Division of the U.S. Department of Agriculture's Consumer and Marketing Service has offered an official beef carcass evaluation service as an aid to herd and breed improvement.

One of the features of USDA's carcass evaluation service is that it provides for positive identity between the live animal and its carcass. This makes it especially useful in sire evaluation and performance testing programs where individual carcass data are desired.

Through use of this service a producer can get detailed information on carcasses produced from individual animals for such factors as quality grade, conformation grade, degree of marbling, maturity, texture of marbling, color of lean, carcass weight, fat thickness, area of rib eye, and quantity of kidney, pelvic, and heart fat. He may request any or all of this information.

It is also a useful tool for the cattle feeder who may want only limited information on such factors as

quality grade and weight on a lot basis.

To use this service, the producer must provide a means of positive identification for each animal or request that the Livestock Division provide specially designed backtags for this purpose.

At the time of slaughter, a meat inspector or grader places a tamper-proof identification tag on the carcass, which corresponds to the live animal's identification.

After the carcasses are thoroughly

The Author is Acting Director, Livestock Division, C&MS, USDA.

chilled, the grader records the information requested for each animal on a USDA form which is forwarded to the producer for his records.

The Meat Grading Branch of the Livestock Division provides this information as a regular part of its service to the industry. Charges are made at the basic hourly rate for grading services, plus any expenses incurred for travel or maintaining identification through the slaughter process. The cost varies, depending upon the conditions and the amount of information requested.

The goal of progressive producers is to raise high quality beef animals with a maximum yield of salable meat. The economic value of this goal is clearly seen by the important position beef holds in the diet of most Americans.

Last year, Americans bought an average of 100 lbs. of beef per person.

Yet even today, cattle of the same quality grade but with wide varia-

tions in retail value are selling at virtually the same price. This results from failure of the marketing system to recognize that cattle of the same quality grade can differ in their proportions of edible meat and waste fat.

For example, estimates indicate that last year over 2 billion pounds of fat were removed or trimmed from the fed beef portion of the cattle production. That fat represented an investment of over \$500 million as a part of the carcass beef traded in the wholesale marketing channels. As a byproduct of the retail beef business, it represents about \$100 million.

Some excess fat is a natural by-product of getting the desired level of acceptable quality in beef. However, it is estimated that at least one-third of the excess fat produced could be eliminated through a long-range beef breeding program without any sacrifice in eating quality of the meat.

Use of the carcass evaluation service can provide the necessary data by which producers can identify strains of cattle—and production methods—which produce high quality beef with a minimum of waste fat. The application of these data in breeding and feeding programs will ultimately result in a higher value carcass, a reduction in marketing costs, and a lower cost to the consumer.

For more information on this service contact the nearest Federal meat grading office or write, Livestock Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

One of the features of this service is that it provides for positive identity between the live animal and its carcass.



Child Nutrition Act Broadens School Feeding

NEW DIMENSIONS IN SCHOOL feeding are on the horizon following passage of the Child Nutrition Act last October. Appropriately, the President signed the new legislation during National School Lunch Week, which marked the 20th anniversary of the popular National School Lunch Program that has provided better nutrition for a generation of youngsters.

In signing the Act, the President said, "This Child Nutrition Act of 1966 will make it possible to close the nutrition gap among children in school."

Secretary of Agriculture Orville L. Freeman noted that the Child Nutrition Act will be administered in the same manner as the National School Lunch Program, which he characterized as a first-class example of the best in Government programs. "It is applied nutrition research in action and cited time after time as a model grant-in-aid pro-



Low income children or those living far from the school may enjoy a nutritious breakfast.

gram, adaptable to the needs of any community in the country," he said.

The new legislation, centralizing school food service for children in the Department of Agriculture, gives

USDA legal authority to:

- Provide food service equipment for schools in low-income areas that have not been able to finance even minimal equipment.
- Begin a pilot program to offer a nutritious breakfast to hungry children whether in low-income areas or because they have to travel a long distance to school.
- Extend the Special Milk Program for another 3 years.
- Extend the benefits of Federal school feeding programs to children in pre-school activities operated by part of any regular school system.

Congressional appropriations make it possible for USDA'S Consumer and Marketing Service, working with State educational agencies, to make a start this year on some parts of the Child Nutrition Act. Congress appropriated \$2 million to start a Pilot Breakfast Program and \$750,000 to begin equipment aid to some of the schools in the neediest areas.

MORE FOOD STAMPS

SOME 600,000 ADDITIONAL needy people in 402 newly designated areas in 36 States are expected to benefit from the Food Stamp Program by the end of this fiscal year. Added to 332 projects active in October 1966, the 402 new areas will more than double geographical participation.

Two years ago, only 43 areas in 22 States were in the program. Some 344,000 of the Nation's needy participated at that time. When all projects designated in September 1966 are functioning, participation is expected to reach 1.8 million.

The job of turning these designa-

nations into functioning projects is going ahead rapidly. Some 62 new food stamp programs began operation in November 1966 and 83 in December. New openings scheduled for January and February 1967 number about 200.

USDA's Food Stamp Program lets participants shop for their food just like anyone else. They can buy and enjoy more fresh milk, meat, eggs, fruit and vegetables.

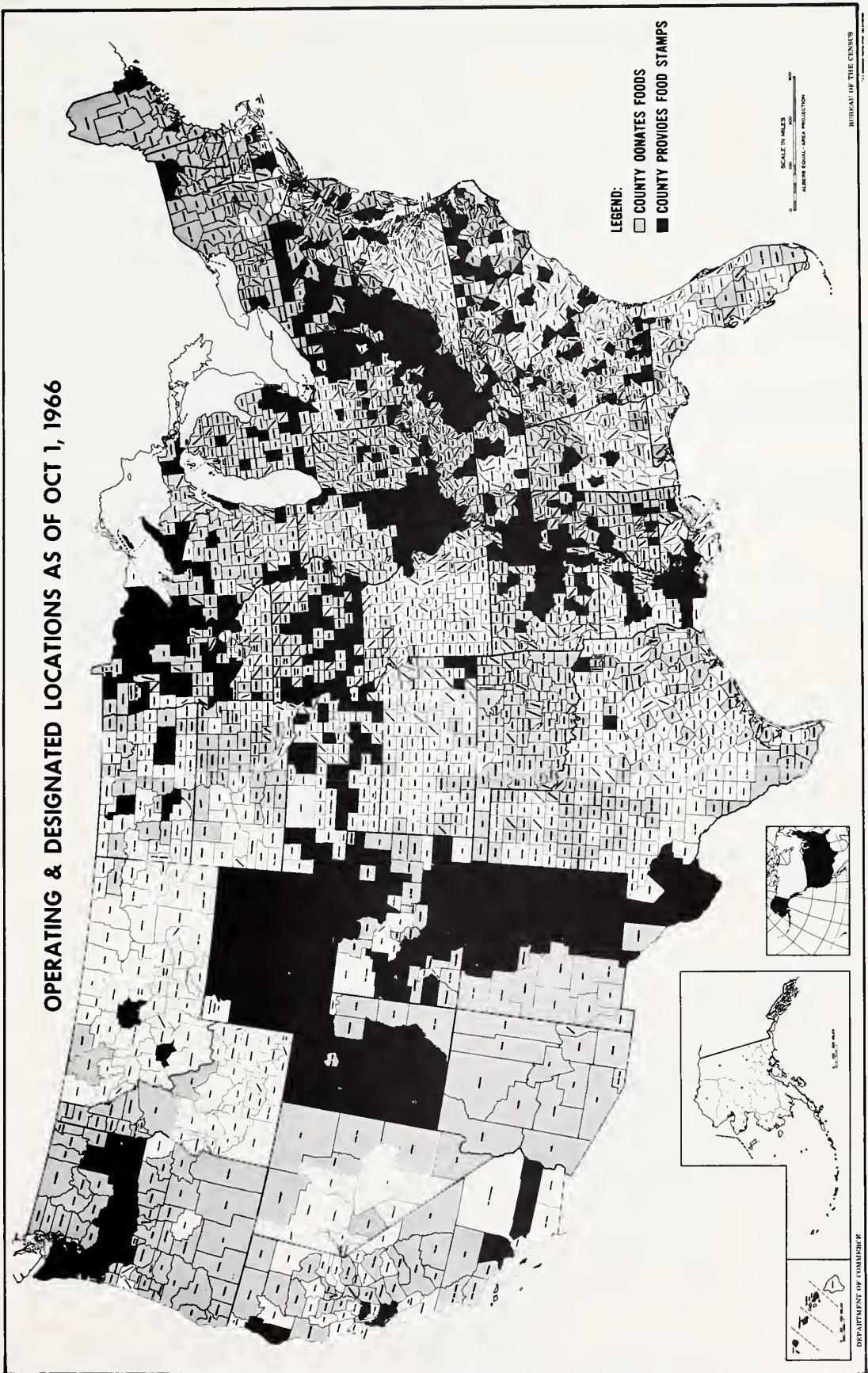
Retail food sales increase when a program begins operating in an area, and this stimulates the entire local economy. Frequently, small grocers, no longer shackled by credit accounts, raise necessary cash for ex-

pansion and renovation of their properties.

At the end of fiscal year 1966, 1.2 million persons in 324 food stamp areas were receiving more than \$7 million per month of added food-buying power.

But the real reward, as a Kentucky newspaperman pointed out, is increased dignity for food-stamp participants who can shop independently for their food just like anyone else. And when families spend their own money for food-stamp coupons and receive their bonus coupons, they become participants in improving their own and their family's welfare.

OPERATING & DESIGNATED LOCATIONS AS OF OCT 1, 1966



This map shows as of October 1, 1966: (1) Where the national Food Stamp Program was available to eligible needy families—or where it has been announced that a food stamp program would be started before next June 30, including some areas that are donating food before they shift to the food stamp program; (2) Where federally donated foods were available in parts of a county rather than the whole county. And in some areas food donations are available during only part of the year. Both programs are administered by the U.S. Department of Agriculture, in cooperation with State and Local governments.

Congress Amends FEDERAL SEED ACT

By Stanley F. Rollin

MODERNIZATION OF THE Federal Seed Act, in the form of amendments passed by the last session of Congress, means more informative seed labeling and better protection for the buyer of seed for the farm and garden.

The Federal Seed Act, a truth-in-labeling law administered by the U.S. Department of Agriculture's Consumer and Marketing Service, requires that the label contain all the information needed for successful planting of agricultural, vegetable and lawn seed. It also prohibits false labeling and false advertising of seed moving in interstate commerce and prohibits the entry of any unfit seed offered for importation.

Most of the amendments will become effective only after a public hearing on the regulations necessary to administer them.

One amendment will require retail-size containers of mixed seed intended for lawn and turf purposes

to be labeled to distinguish "fine-textured" grasses from "coarse" kinds. This will aid the consumer in selecting seed for his purpose without detailed knowledge of varieties.

Another amendment is intended to prevent confusion of brand names with variety names when variety names are not stated. It authorizes the Secretary of Agriculture to designate kinds usually sold by variety name, and except in lawn and turf seed mixtures, requires either the variety name or the statement "Variety Not Stated" to be on the label of those seeds.

Vegetable seeds are not presently required to be labeled as to germination unless germination is below established standards. An amendment, however, will require packages larger than one pound to bear the date of test, and percentage of germination regardless of the standards and then allow omission of the words "below standard" on such con-

ainers.

The use of standards instead of detailed labeling will continue on small packages of vegetable seed but commercial growers will find detailed germination labeling on larger packages to assist them in growing properly spaced plants.

The Federal Seed Act now requires that seed must be tested for germination within a five-month period prior to interstate shipment. An amendment would enable the Secretary of Agriculture to extend that time for seed packaged under specified conditions which preserve the germination of the seed.

Noxious-weed seed restrictions will be tightened to reduce the importation of seed that may not be sold under some State seed laws.

Amendments to labeling requirements for agricultural and vegetable seed require hybrid seed to be labeled as "hybrid." They also require legume seed preinoculated with ni-



Seed undergoing a germination test. New amendments include changes in regulation concerning germination.

trogen-fixing bacteria to be labeled to indicate the date beyond which the inoculant may no longer be effective, so the purchaser will be warned to reinoculate the seed when planting after that date.

The Federal Seed Act requires treated seed to be labeled to indicate the name of the substance used in the treatment. An amendment exempts the interstate shipper from liability for false labeling of this name if he relied on information supplied by another person and if he keeps a complete record of handling and labeling of the substance.

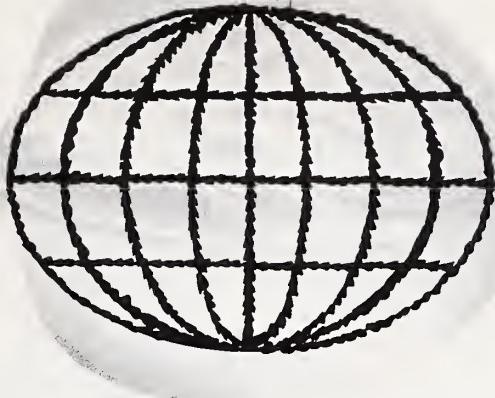
Another amendment requires imported treated seed to be labeled the same as treated seed in interstate commerce, with the name of the treatment substance and an appropriate caution statement.

Two amendments effective immediately involve the release of seed to be used by the importer for seed production only and not to be sold. Under such circumstances, alfalfa and red clover seed, previously required to be stained to indicate origin, may remain unstained, and certain types of low germinating seed may now enter the U.S. for such release to the importer.

The author is Chief, Seed Branch, Grain Division, C&MS, USDA.

Another amendment effective immediately permits testing for maintenance of minimum purity and germination of imported agricultural and vegetable seed to be done on a statistical basis rather than testing every lot. This is for use with kinds that are consistently of high quality and seldom, if ever, rejected from importation. Samples from each lot of this imported seed will continue to be tested for weed seed content to see it meets the standards.

These amendments are the result of consultation over a period of several years among the seed trade, USDA, and various U.S. seed organizations. Flower, tree, and shrub seeds are not subject to the Act.



How a Federal marketing order helped open up . . .

EXPORT MARKETS FOR U.S. WALNUTS

By Dower T. Mohun

THE ELEVEN MILLION pounds of U.S. walnuts that moved to overseas markets this past year is evidence of a successful start on export market development activity made under the Federal marketing order for walnuts.

Centered primarily in California, but also in Oregon and Washington, the walnut industry has been producing ever-larger crops—too great for the U.S. market alone to absorb. Walnut growers, packers, and processors have found their marketing order program to be a useful tool for solving marketing problems and developing new outlets for their crop.

The order is operated by the industry, through the Walnut Control Board. The Board is assisted by specialists of the U.S. Department of Agriculture's Consumer and Marketing Service, who also ensure that the program is operated in the public interest.

Recognizing the need to expand markets, the Board in 1965 joined with USDA's Foreign Agricultural Service in sending a team overseas to survey the foreign market potential. Members of the team contacted importers and processors throughout the Orient, Australia, New Zealand, and Europe.

The Board also participated actively in the U.S. Processed Food Show in Tokyo, Japan, and met with food editors of Japanese communications media.

These contacts—coming at a time when crops were short in other leading exporting nations—helped bring about an increase in U.S. walnut exports—from 3.6 million pounds, on an inshell basis, during the 1964-65 season (August-July) to 11.4 million in 1965-66.

Again this past July, a team was sent to Europe and met with producers, processors, traders, and importers. Its conclusions: Continued prospects for exportation of U.S. walnuts.

Of the total 1966-67 season's walnut crop, 10 percent of the California walnuts and 5 percent of those produced in Oregon and Washington have been allocated by the Walnut Control Board to be available for export.

The author is Field Representative in San Francisco, California, for the Fruit and Vegetable Division, Consumer and Marketing Service, USDA.

Can Atomic Energy PROTECT FOOD FROM DECAY?

By Dr. William J. Bramlage, H. Melvin Couey
and Dr. Werner Lipton

NEW USES FOR ATOMIC energy are continually being tested—from generating electricity, to treating cancer, to protecting food from decay. Recent marketing research reports covering studies by the U.S. Department of Agriculture show that atomic energy, in the form of gamma rays from radioactive cobalt, could be used on a commercial scale to prevent decay of fresh figs and strawberries, to reduce post-harvest growth of mushrooms and sprouting of sweet potatoes.

The treatment was not successful in exploratory tests on 18 other fresh fruits and vegetables. Technical details are given in two reports: Marketing Research Report No. 703, "Gamma Radiation of Vegetables to Extend Market Life," and Marketing Research Report No. 717, Gamma Radiation of Fruits to Extend Market Life."

The objective of these tests, conducted at the Fresno, Calif., field station of USDA's Agricultural Re-

Dr. Couey and Dr. Lipton are Plant Physiologists in the Market Quality Research Division, ARS, stationed at Fresno, California. Dr. Bramlage, now with the University of Massachusetts, was a horticulturist of the ARS staff at Fresno when the radiation tests were made.

search Service, was to determine the effects of gamma rays on decay, color, taste, firmness, ripening, and other physical and biological properties of the produce.

While only three out of 22 fresh fruits and vegetables consistently benefited from the radiation treatments, the results by no means indicate that the research was not

worthwhile. The results add to a growing background of useful information on effects of radiation applied under controlled conditions, and indicate which commodities would benefit most by further study. More information is being obtained with these and other commodities in continuing tests by other research organizations in the United States and abroad.

The ARS tests are particularly significant because large numbers of fruits and vegetables were exposed to radiation, in contrast to small quantities that were the basis of earlier research. As an indication of the scale of the ARS tests, peach experiments included nearly 1,500 fruits of five varieties and two maturities. In addition to these holding tests that simulated commercial shipment, actual shipping tests with oranges and tomatoes were made to Chicago and New York City.

Radiation treatment extended the market life of Shasta and Z5A varieties of strawberries for 3 or 4 days. Scientists found no adverse effects of the treatments on the berries during a simulated marketing period after radiation.

Results with Calimyrna and Mission figs were similar. Decay of Kadota figs was also reduced by the treatments, but within a few days this variety turned an unattractive dark brown and dried out.

Treated mushrooms retained a fresh appearance 3 or 4 days longer than untreated mushrooms. The treatments reduced darkening of gills, opening of caps, and growth of stems.

Discoloration, softening, or other undesirable effects were found on other fresh fruits and vegetables tested:



Irradiation
spraying
potato
above
the
gamma
those
below

- Apples—Internal browning was not reduced during storage of irradiated Yellow Newtowns; softening increased, especially when irradiated fruit was stored in controlled atmospheres.
- Avocados—Irradiated Fuerte avocados had severe internal discolorations, softening and blackening of skins.
- Grapes—Sulfur dioxide treatments gave as good or better protection against decay of prepackaged or bulk lots. Irradiated Emperor and Thompson Seedless grapes softened more than untreated grapes.
- Nectarines—Although Radiation reduced decay of Late Le Grand nectarines from an orchard with a high incidence of brown rot, two out of three of the most effective treatments adversely affected the flavor of the fruit. Both Late Le Grand and Sun Grand varieties lost more weight when treated than when untreated.
- Olives—Skins of fresh green olives softened and browned after irradiation. Internal discoloration was

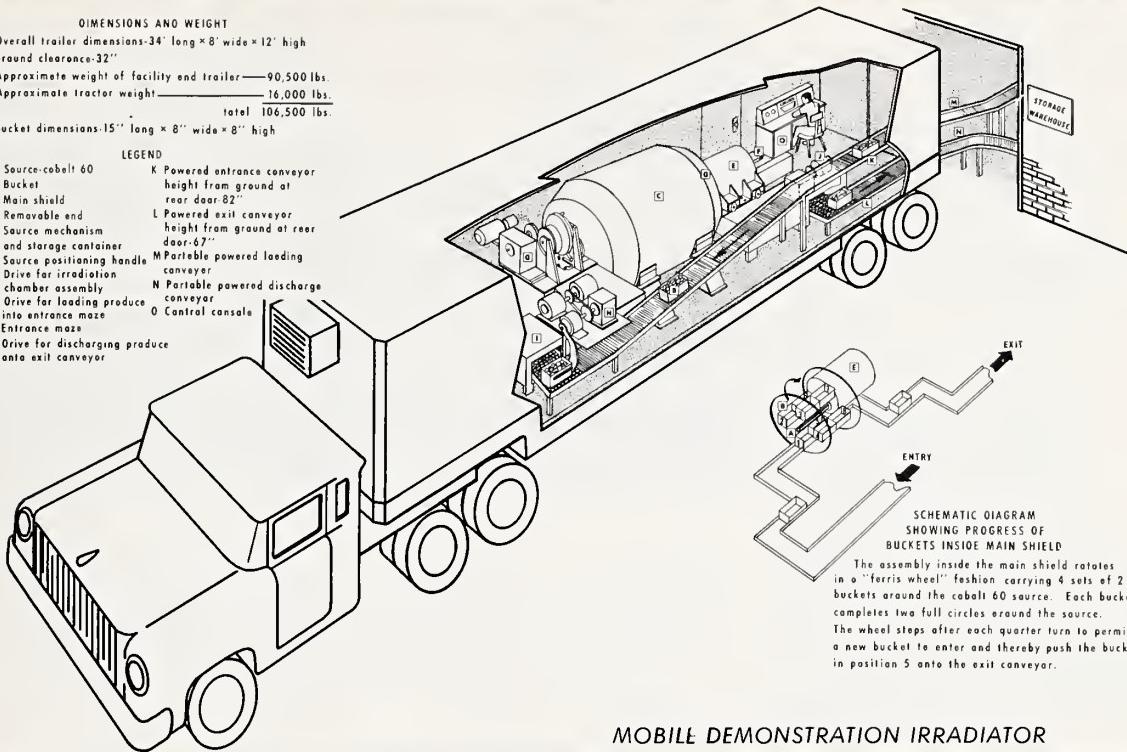
DIMENSIONS AND WEIGHT

Overall trailer dimensions—34' long × 8' wide × 12' high
Ground clearance—32"
Approximate weight of facility and trailer—90,500 lbs.
Approximate tractor weight—
total 106,500 lbs.

Bucket dimensions—15" long × 8" wide × 8" high

LEGEND

- A Source-cobalt 60
- B Bucket
- C Main shield
- D Removable end
- E Source mechanism and storage container
- F Source positioning handle
- G Drive for rotation chamber assembly
- H Drive for loading produce into entrance maze
- I Entrance maze
- J Drive for discharging produce onto exit conveyor
- K Powered entrance conveyor height from ground at rear door-82"
- L Powered exit conveyor height from ground at rear door-67"
- M Portable powered loading conveyor
- N Portable powered discharge conveyor
- O Control console



MOBILE DEMONSTRATION IRRADIATOR

diation reduced
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toes. Those
e received 8.25
sand units of
ma radiation,
e below, 0.

worse in the Jumbo than in the Large olives. Treated olives were more susceptible to decay during storage than untreated olives.

● Oranges—Radiation controlled decay of Washington navel oranges treated immediately after inoculation with decay organisms, but control was not satisfactory when treatment was delayed 24 hours after fruit was inoculated. Treated fruit had a poorer flavor than untreated fruit tested after shipment from California to New York.

● Peaches—Flavor of Cardinal, Fay Alberta, Halloween, Redglobe, and Suncrest varieties deteriorated after treatment; various other undesirable effects resulted among different varieties after treatment.

● Pears—Bartlett pears ripened unevenly after treatment. Soft, watery breakdown occurred in many fruits. They were also dry and mealy and failed to develop the characteristic flavor of ripe fruit.

● Plums—Four varieties, Eldorado, Laroda, Santa Rosa, and Wickson, softened after treatment. The latter two varieties softened independently

of maturity, storage or ripening times. Treated plums broke down sooner than untreated plums, with dark, water-soaked or gelatinous areas in the fruit.

● Bell Peppers—Radiation resulted in softening, yellowing, and an increase in chilling injury in tests with the Pepper Bowl variety.

● Cantaloups—Progressively greater decay was found as radiation doses increased. Radiation softened the melons only slightly.

● Cucumbers—Radiation increased softening slightly with Palomar and an unknown variety. Two out of three treatments greatly reduced stem-scar molds on the unidentified variety. Treatments had little effect on yellowing.

● Globe Artichokes — Radiation caused stem pitting and external and internal discoloration. Treatments did not affect Botrytis rot of the artichokes.

● Lettuce and Endive—Treatments caused spotting on head, leaf, and romaine lettuce. Head lettuce developed pink rib, and leaf and romaine lettuce developed brown

heart.

● Summer Squash—Radiation did not decrease decay to a commercially acceptable level among scallop, crook-neck, or zucchini types of squash.

● Sweet Corn—Radiation had no significant effect on either husked ears or ears in the husks.

● Sweetpotatoes — Three varieties used in the tests, Yellow Jersey, Porto Rico, and No. 23, were much less tolerant of radiation than other vegetables. Chilling and radiation increased decay even with doses much smaller than those used on other crops. Radiation reduced sprouting of sweet potatoes substantially, with varying degrees of success with different varieties and storage temperatures.

● Tomatoes—Radiation softened tomatoes and increased susceptibility to chilling injury.

Copies of the reports, MRR-703 and MRR-717 are available from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your ZIP Code with your request.

"HOT" MARKET NEWS IN CHILE

The unique Chile-California Program has changed Chile's market news reporting from a weekly to a daily operation.

No U.S. FARMER, wholesaler, or retailer would want to run his business on market information a week old. Yet that's what farmers and traders in Chile were doing—until recently.

Now daily market reports are available covering the La Vega Central Wholesale Produce Market in Santiago—the main wholesale market for fruits and vegetables and a key agricultural marketing and distribution center for all of Chile.

The service was set up as part of the unique Chile-California Program, following a suggestion by the late President John Kennedy that States in the U.S. cooperate with foreign countries to provide more effective technical cooperation and create warmer, closer human relationships. The late President pointed out that the size of State governments and foreign countries often is similar, and some States and countries have faced parallel problems of development.

California pioneered this effort by working out a cooperative program with Chile. The agricultural marketing team of the Chile-California Program studied the need for fast, modernized market news reporting and made suggestions which resulted in the La Vega operation.

Fruits and vegetables were the first products to be reported. The program has been expanded to include dairy and poultry products and a program for livestock, meat, and cereal products is in the plan-

ning stage.

The service for fruits and vegetables will soon be expanded to cover operations in other large terminal markets at Valparaiso, Concepcion, and Antofagasta.

The local market information program was developed by William Sheveland, senior marketing specialist in the Federal-State market news office in Los Angeles, which is operated jointly by the California Department of Agriculture and the U.S. Department of Agriculture's Consumer and Marketing Service. Sheveland developed the Chile program under the leadership of Dr. Norman Collins, University of California agricultural economist. Both men are on loan to the Chile-California Program, as resident advisors in agricultural marketing.

Seven Chilean market news reporters, trained by the California team, gather information daily on fruits and vegetables and dairy and poultry in the market—the volume received, quality, condition, source, range of prices paid for various grades, and market trends.

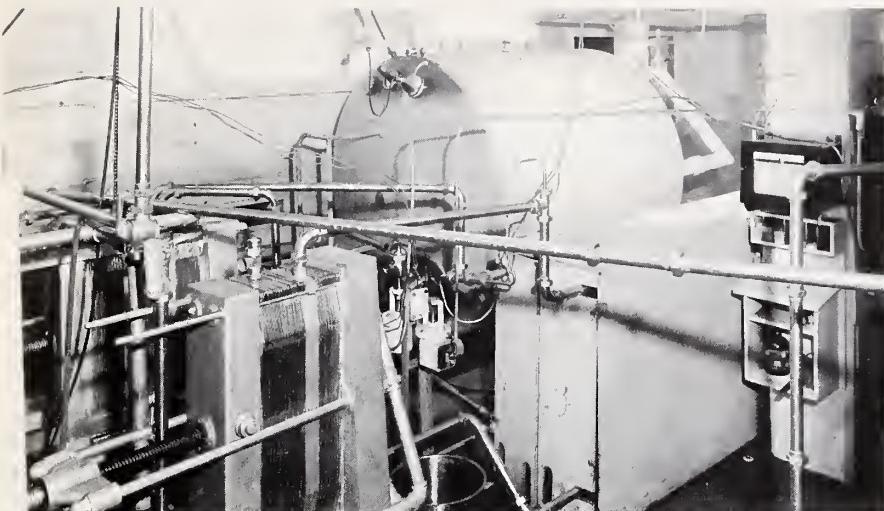
The information goes to the market news office where it is summarized in a one-page mimeographed report. Each afternoon a messenger delivers 100 fruit and 250 vegetable reports to contact points in the La Vega market. These bulletins are picked up by messengers of the fruit dealers' association and auction administration and delivered to produce houses.

The La Vega administrative office announces arrival of the reports over a loud speaker system so buyers, truckers, teamsters, and others can pick up copies.

The daily report is also released through radio stations and newspapers and mailed to interested organizations, agricultural teachers, farm advisors, cooperatives, and others.

A Chilean market news reporter on the La Vega market in Santiago, Chile, gathers information on sales and receipts of avocados and grapes for the cooperative Chile-California program.





(Above) Pasteurization equipment in an egg products plant. (Right) Egg products inspector in a plant using the egg products inspection program, examines a broken out egg to insure that it is wholesome and suitable for consumption.



EGG PRODUCTS INSPECTION: A Service to Industry

By William E. Hauver

THIS MONTH THE U.S. Department of Agriculture puts into effect a regulation requiring the testing of USDA inspected egg products for presence of salmonellae after pasteurization and final packaging.

The regulation will supplement USDA's existing requirements that all egg products—liquid, frozen and dried—produced in plants using the inspection service be pasteurized. It will help prevent the marketing of any USDA-inspected egg products that might become contaminated after the pasteurization treatment.

Tests have shown that current pasteurization procedures are highly effective in eliminating salmonellae bacteria from egg products. The new regulation, however, will help further assure that USDA-inspected egg products are salmonellae negative.

Since World War II, the U.S. Department of Agriculture has helped the egg products industry to make progress in developing and improving techniques, tests, procedures, and operating methods to assure production of sound and wholesome egg products. As a result, large scale egg product users—food processors, bakeries, restaurants—have recog-

nized the value and many insist on the protection of the inspection program operated by USDA's Consumer and Marketing Service.

Today, approximately 100 plants, producing the bulk of liquid, dried and frozen egg products manufactured in the United States, operate under the official egg products inspection program. The program is voluntary and is offered on a fee-for-service basis.

To be eligible for the service, egg processing plants meet strict requirements for adequacy of facilities, sanitation of equipment, types of breaking stock used, and the condition of the finished egg products. Stringent sanitary controls both inside and outside the plant minimize bacterial growth and maintain high quality control through all stages of production.

Plants operating under the inspection service use only certain types of eggs for breaking. Each acceptable egg, moreover, is broken in a sanitary and satisfactory manner and is *individually* inspected for wholesomeness. There are temperature controls required at all points in the production of egg products.

All of these precautions are taken in addition to pasteurizing of egg products before they may be officially released for distribution.

USDA inspection of egg products is a *continuous* and not a spot-check operation. Each step of production and the entire egg processing plant is under the direct examination of a licensed Federal-State inspector.

The author is Deputy Director of the Poultry Division, C&MS, USDA.

The egg products industry has come a long way since the 1930's when processing served as a means of disposing of eggs not marketable in other channels. As a result, today's egg products are a great improvement over the egg products of yesteryear, such as the dried eggs which GI's used during World War II to make scrambled eggs.

C&MS continues to work closely with other Federal agencies, State Departments of Agriculture, and the industry itself in seeking additional procedures to further assure the production of wholesome egg products.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

CROSS LICENSING BRINGS FULL-TIME WORK

To a poultry and shell egg grader in New Mexico, happiness is keeping his job on a full-time basis. The grader faced the threat of reduced working hours as a result of a poultry and egg plant discontinuing its poultry processing operations in his area. But now the future looks bright—with plenty of full-time work ahead. Through the mutual efforts of the Poultry Division and the Fruit and Vegetable Division of USDA's Consumer and Marketing Service, the employee was given a special pecan grading course. As a result, he will not only be able to continue his duties as a shell egg grader on a part-time basis, but he will also be "cross-licensed" to grade pecans for the Fruit and Vegetable Division of C&MS. This arrangement eliminates the need for two part-time graders and will enable C&MS to provide grading service at a reduced cost.

THE PLENTIFUL FOODS FOR JANUARY

An almost endless flow of yellow gold will brighten January food markets, as the biggest orange crop in the Nation's history moves to housewives' favorite stores. The

Consumer and Marketing Service has put oranges at the top of its Plentiful Foods List for January. Grapefruit is on the list, too, from a bumper-size crop.

Other items listed for the first month of the New Year are winter pears, broiler-fryers, dry beans and split peas.

The orange crop, not including California's Valencias, was estimated on November 1 at 162.3 million boxes, nearly a third larger than a year earlier. Grapefruits, placed at 49.5 million boxes, runs a tenth more than the previous crop. Supplies of winter pears are greater than a year ago, too.

Broiler-fryers, dry beans and green split peas, which round out the plentiful foods list, are excellent items to add protein to cold weather menus.

INSPECTORS RESCUE PLANT EMPLOYEE

Fast action that saved a woman from serious injury has resulted in Certificates of Merit and cash awards for two U.S. Department of Agriculture poultry inspectors—plus the life-long thanks of Mrs. Peggy Turner.

USDA inspectors William H. Dunlap and John D. Bryant, both of Fayetteville, Ark., were on routine inspection duty in a Springdale, Ark., poultry processing plant when they heard a piercing scream from

Mrs. Turner, a plant employee.

They saw that she was entangled in the shackles of the processing line. It was dragging her closer to the wall, in which there was a narrow opening just wide enough for the line of poultry to pass through into the next processing room.

The two inspectors rushed to her rescue, and bodily lifted her loose from the moving shackle just before it reached the wall. According to plant manager Harold P. Lawler, their quick thinking and fast action saved Mrs. Turner from being jammed into the narrow opening and seriously injured.

Mr. Dunlap has been a poultry inspector with USDA's Consumer and Marketing Service since 1957, and Mr. Brant since 1960. C&MS administers the Poultry Products Inspection Act, which requires that poultry products produced in plants operating in interstate commerce be inspected for wholesomeness and truthful labeling.

The Certificates and cash awards were presented to the two inspectors recently by Dr. Howard M. Jones, poultry inspection area technical supervisor headquartered at Rogers, Ark.

C&MS REPORTS ON COTTON FIBER STRENGTH

Reports on fiber strength—an important cotton quality factor—were included for the first time this sea-

FOOD TIPS

-from USDA's Consumer
and Marketing Service

son in the weekly quality reports of the Cotton Division of USDA's Consumer and Marketing Service.

The reports now provide information on grade, staple length, micronaire reading and fiber strength of the current crop. This information, reported by areas, serves as a production, marketing and processing aid to producers, merchants and mill owners.

Tests for fiber strength were performed by C&MS laboratories in Clemson, S. C., and College Station, Tex., and also through cooperative agreements by State laboratories in North Carolina, South Carolina, Georgia, Louisiana and Texas.

C&MS's Cotton Division provided technical supervision to the cooperating States in order to keep all laboratories on the same level of testing. Cotton classing offices furnished representative sample for the tests weekly.

Cotton with high fiber strength produces stronger yarns and usually processes more efficiently in the mill than the weaker-fibered cotton, USDA officials stated, adding that high-strength cotton is desirable for all textile products and is necessary for many of them.

Lubbock, Tex. Ginnery, producers and others from the entire area visited the office to see the procedures involved in the classing (determining the grade, staple length, and micronaire reading of cotton).

Cotton classing is also demonstrated by C&MS specialists during short courses for ginners, farmers, and 4-H Club members.

WE HAVE TO FIGHT TO GET OUR FOOD

To get our food, we have to fight 10,000 kinds of insects, 1500 plant diseases, 250 animal diseases, plus spoilage and decay. This fight to protect our food is described in the 1966 Yearbook of Agriculture, "Protecting Our Food."

In the foreword, Secretary of Agriculture Orville L. Freeman notes that U.S. food abundance is one of the miracles of the age, but that our food abundance "didn't just happen."

Men and women in 500 different occupations help protect our food.

Some of the protective services of USDA's Consumer and Marketing Service are described in four articles:

● **Meat and Poultry Inspection**—the meaning, history and procedure of inspection.

● **Grading — Assurance of Quality**—the development of standards, quality control and voluntary inspection programs, marketing agreements and orders.

● **Food Standards for the World**—a report on the Codex Alimentarius Commission.

● **State Departments of Agriculture**—their consumer protection activities.

COTTON CLASSING OFFICES HOLD OPEN HOUSE

To let the public know more about cotton classing, the Cotton Division of USDA's Consumer and Marketing Service periodically opens up one of its classing offices for public tours.

One such "open house" took place recently at the classing office in

The best head of *lettuce* isn't always the one that's hard. If it's iceberg lettuce the head should be firm, but not too solid—maybe even a little loose. Look for heads with green outer leaves. The hard heads may be over-mature and bitter. Remember, the greener the lettuce, the more vitamins it will have.

* * *

Consider *turkey* as an all-year around dish. Whole turkeys are available in sizes from 4 to 24 pounds. But larger size turkeys have more meat in proportion to bone and generally are the best buy.

Boneless turkey roasts and rolls are fast becoming a popular convenience item. They are available with all white or dark meat or a combination of both.

Look for the official USDA grade mark—your assurance of quality. When you see the Grade A shield on turkeys, you know the bird is top quality—full-fleshed, meaty and attractive in appearance. It has been federally inspected for wholesomeness.

* * *

Get out of the *steak* rut! Try a family-style pot roast—a shoulder arm roast (round bone chuck). This cut has very little bone and waste. One pound should serve two to three persons. Any U.S. grade can be used—U.S. Choice or U.S. Good. But to get a tender juicy roast out of this cut, you must prepare it using a moist cooking method—braising or pot-roasting.

What the LABEL means

ON THE SAUSAGE YOU

By Nancy Duckworth

MENTION "summer sausage" to sausage lovers the world over, and you immediately tantalize their taste buds. Because of their delightful aroma and tangy flavor, this family of sausage is extremely versatile.

Since all summer sausage products are ready-to-serve, they're tops for all kinds of sandwiches. And, they're great for munching plain as a nourishing snack. Or, add zest and color to scrambled eggs, scalloped potatoes and creamed vegetables with cubes or strips of summer sausage. They're also a tasty addition to chef's salad, tossed greens or potato salad.

Slices or strips of summer sausage will add rich smokey flavor and extra body-building protein to baked beans, fried potatoes and macaroni and cheese. And the key to this storehouse of flavor is to know what the name on the label means before you buy.

This family of sausage was developed in northern Europe as a means of preserving meat. The dry, cold, winter air provided an ideal climate for drying the sausage. This produced a sausage with a low moisture content and sufficient salt to preserve it without refrigeration for eating in the summer months—if kept in a cool place.

Germany was particularly responsible for the development of many of the varieties of "summer sausage," which have since become some of our more popular sausage products. Today we can buy this sausage all during the year and store it almost indefinitely in the refrigerator.

The term "summer sausage" actually refers to all sausage products in the "dry" sausage classification rather than to a particular sausage.

In preparing "dry" sausage, the fresh meat is chopped and mixed

with curing ingredients and spices, and stuffed into casings. The sausage is dried from one to three months in rooms where humidity, temperature and air circulation are regulated according to the particular sausage being made. The sausage may or may not be smoked before it is dried.

"Dry" sausage differs from other sausage in that it is preserved by this air drying and not by cooking.

Dry and semi-dry sausage are the two types of "dry" sausage products produced. For dry sausage products, the drying process used to be at least 100 days but modern processing techniques have reduced this time considerably. During this period 60 percent of the moisture is extracted, producing a highly concentrated product with a firm texture.

Semi-dry sausage products have a softer texture because they undergo a much shorter drying process—usually 2 to 5 days. Therefore, they retain more of the natural meat moisture. Because of their softer texture, they are preferred by many for sandwiches.

To make sure the sausage you buy has been properly processed and is safe to eat, look for the mark of Federal meat inspection. It is applied by the Consumer and Marketing Service of the U.S. Department of Agriculture. It assures you that the meat came from healthy animals, was processed under sanitary conditions and is truthfully labeled. In fact, even the formulas used in making the sausage must be approved by the C&MS officials to insure a wholesome and truthfully labeled product.

This approval also assures the consumers that they can expect the same type of sausage when buying those with similar names but of different brands.

For instance, cervelat generally re-



BUY

— CERVELATS and Other Dry Sausage Specialties

fers to a mildly seasoned, smoked group of semi-dry sausage products. Salami, on the other hand, is usually a more highly seasoned group of dry (hard) sausage, which may or may not be smoked. Cervelats and Salamis are the two most familiar groups of "dry" sausage products.

Some of the cervelats in the semi-dry classification are: *Farmer cervelat*, which is usually made of equal parts of pork and beef and delicately seasoned without garlic. Although it is generally a semi-dry product, it may also be made in the dry form. *Farmers' sausage* is similar except that it is predominantly a beef product and is heavily smoked.

A favorite of people from Belgium, Germany, Holland and Luxembourg, *Holsteiner cervelat* is mainly made of lightly seasoned beef. It is like farmer cervelat except that it's stuffed into wide casings and heavily smoked.

The most popular cervelat in America is what we commonly call summer sausage. Although the name technically refers to the entire family of "dry" sausage products, it has popularly been used to refer to a mildly flavored, soft cervelat usually made of all beef that has been smoked to varying degrees. *Thuringer cervelat*, often just called summer sausage, is of Italian origin. It has a distinctively tangy flavor and is mildly spiced.

There are also a few cervelats in the dry classification, such as: *Goettlinger cervelat*, a delightfully spiced, high quality sausage.

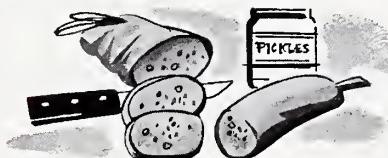
A Scandinavian delicacy is *Goetborg cervelat*. It is a Swedish sausage made of coarsely chopped beef and sometimes pork. Mildly seasoned with thyme, it has a somewhat salty flavor and is heavily smoked.

Gothaer cervelat, which originated in Gotha, Germany, is generally

made of very lean pork that has been finely chopped and cured.

Landjaeger cervelat is one of Swiss origin, about the size of a large frankfurter but pressed flat and smoked.

In addition to the familiar cervelats and salamis, here are some other dry sausage specialties: *Chorizos* is a highly-spiced Spanish-type dry pork sausage. It's seasoned with Spanish pimento and red pepper which gives this sausage a fine flavor and bright appetizing appearance; lightly smoked, it may also contain garlic.



It comes in 4-inch links, similar in size to frankfurters, but the links are tied off with string.

Fizzes are Italian dry sausage products made of all pork or pork with a small amount of lean beef. The meat is coarsely chopped and heavily flavored with black pepper and lightly seasoned with garlic. Take your choice—those tied with blue string have sweet spices, while those with red string have hot spices. The finished weight is 1 to 1-1/4 pound per link.

Lebanon bologna is a semi-dry sausage. This delightfully tangy sausage is an American original—from Lebanon, Pa. It is mainly an all-beef product, but in some regions may contain about 5 percent pork. The meat is coarsely ground and heavily smoked and may be seasoned with cloves, coriander, garlic and ginger.

Lola and *Lolita* are dry-sausage products of Italian origin. They consist of mildly seasoned pork and contain garlic. *Lolita* is available in 14-ounce links, while *Lola* comes in 2-1/2 pound links.

Lyons is a dry sausage of French origin. It is made exclusively of pork—four parts finely chopped lean and one or two parts of small diced fat, with spices and garlic.

Mortadella is a similar sausage of Italian origin. It is a semi-dry type made of finely chopped, cured pork or a mixture of beef and pork. Seasoned with garlic and anise, it also contains cubes of clear fat. Mortadella is smoked and sometimes comes wrapped in foil.

One of the most popular dry Italian sausage specialties in this country is *Pepperoni*. *Caserta* is the hot kind and was introduced by Italians during World War II. It is made of beef and pork with chili peppers and paprika, and comes in links 1-3/8 inches in diameter and 7-1/2 to 9 inches in length.

Dolce Salsiccia or sweet pepperoni is usually made of all pork. Its links are shorter and chunkier than Caserta, and it's mildly seasoned.

Some of the other spices used in both types of pepperoni are cayenne, pepper, pimento, anise, garlic and pepperoni pepper.

All of these tasty sausages can add sparkle to your menus and fit right into a busy homemaker's schedule. So, expand your sausage horizon and try as many as you can.

They are 100 percent edible and each is packed with the same protein, B vitamins and minerals as the meat from which they are made.

But to make sure your family is getting the safest sausage, look for the mark of Federal meat inspection. It is your symbol of protection provided by the USDA's Consumer and Marketing Service.

The author is a home economist, Labels and Standards Staff, Technical Services Division, C&MS, USDA.

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OFFICIAL BUSINESS

Custom Tailor Your Quantity Dairy Order

By J. A. Rubis

Volume buyers can be assured of consistently good dairy food products by using Dairy Division's fee grading service.

MANY SCHOOLS FIND it difficult to buy cheese in quantity and still get consistently good quality and flavor.

The New York City Board of Education, however, is one which has found a solution. When they ask for bids to supply process American cheese, they specify that it must meet Federal Specifications and it must be processed under inspection by the U.S. Department of Agriculture's Consumer and Marketing Service.

This is possible through a special service of C&MS's Dairy Division to enable schools and other quantity buyers to obtain dairy food products tailored to meet their specific needs.

It works this way for schools buying cheese. The school food buyer or dietician knows how much cheese he will need and he knows the size packages, the kind, quality, and other requirements for his program.

Whether he contracts with a supplier to provide the cheese or calls for bids from several suppliers, he indicates exactly what he wants in this cheese. He also requires that all deliveries be examined by a USDA dairy products grader and be covered by a USDA Grading Certificate for Quality and Condition showing the cheese complies with his specifications.

School food buyers aren't the only ones benefiting from this service. C&MS Dairy graders regularly inspect dairy products for restaurants, hotels, hospitals, steamship lines, and similar volume feeding institutions, both private and governmental.

Users of the inspection service find the small additional cost for inspection is offset by the assurance that they will receive the quality and weight specified in the contract.

Dairy graders will check any kind of dairy product for compliance with a buyer's specifications. Butter, natural cheese (Swiss, Cheddar, etc.) and dry milk are usually purchased by grade. Dairy products for which there are no U.S. grades, such as process cheese, ice cream, evaporated milk, sterilized milk, or malted milk, are inspected against purchase specifications.

A buyer may use the Federal Specifications for obtaining dairy products or, at his request, Dairy Divi-

sion technicians will help him devise specifications, "custom-tailored" to his needs.

When the supplier is ready to fill the order, he notifies the nearest area office of Dairy Division's Inspection and Grading Branch and a trained impartial USDA licensed grader will come to the plant to examine the proposed shipment.

If the product meets the buyer's requirements, the grader will stamp each package with the official grade

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or a "USDA Officially Inspected" shield stamp and issue a USDA Inspection Certificate. He may also stamp the bill of lading or invoice to show that the order has been properly filled.

The buyer will check his order when delivered to make sure that the packages are intact and stamped with the USDA shield. He can be assured that each stamped package contains exactly what he had in mind when he placed his order.

For further information about inspection service for process cheese or other dairy products, food buyers or suppliers may write to Dairy Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250